

Ready to Go!

Why do dogs suffer from motion sickness?

Motion sickness may affect the inner ear, which sends signals to the vomiting center in the brain. These signals cause your dog to show signs of motion sickness, such as increased drooling, excessive lip licking, anxiety, nausea and vomiting. Motion sickness can happen when traveling in a car, plane, train or boat.

How does CERENIA work?

CERENIA blocks vomiting signals sent to the brain and prevents your dog from vomiting.



If you have any questions about CERENIA or motion sickness, please discuss them with your veterinarian or visit www.CERENIA.com.



IMPORTANT SAFETY INFORMATION The safe use of CERENIA has not been tested in female dogs that are breeding, pregnant or are nursing, dogs that have swallowed foreign objects, and dogs that have eaten poisonous substances. Caution should be used in giving CERENIA to dogs with liver problems. CERENIA tablets for motion sickness are recommended for dogs 16 weeks and older. The most common side effects seen with CERENIA are excessive drooling (5-13%), lethargy (9%) and vomiting not due to motion sickness (5-9%). For more information, read the Full Prescribing Information.

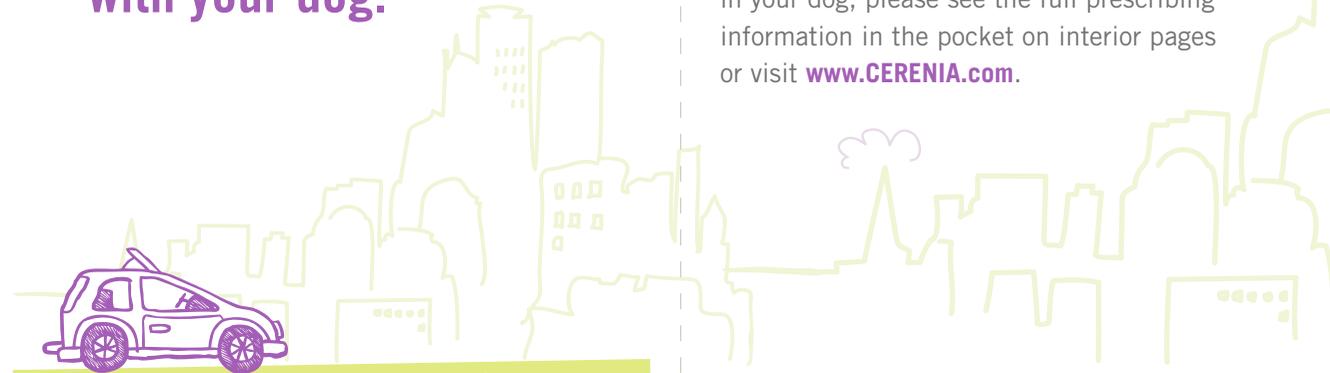
¹Zoetis Market Research CER MS2012. Zoetis: Madison, NJ; 2012.

²Conder GA, Sedlacek HS, Boucher JF, Clemence RG. Efficacy and safety of maropitant, a selective neurokinin 1 receptor antagonist, in two randomized clinical trials for prevention of vomiting due to motion sickness in dogs. J Vet Pharmacol Ther. Dec 2008;31:528-532.

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A guide to your Next Adventure with your dog.



CERENIA can prevent vomiting due to motion sickness in your dog.



Freedom to Travel

Motion sickness is a stressful condition affecting as many as 1 out of every 5 dogs.¹ It can prevent your whole family from taking a trip together, causing you to miss out on a great bonding experience.

This brochure provides useful information about CERENIA and how it can help you get back on the road with your dog. We've also included important travel tips and a handy travel checklist to support your next adventure.

GIVE YOUR FAMILY THE FREEDOM TO TRAVEL TOGETHER WITH CERENIA!

For additional information on how CERENIA can prevent vomiting due to motion sickness in your dog, please see the full prescribing information in the pocket on interior pages or visit www.CERENIA.com.



Flexibility for the road

You can give your dog CERENIA once a day for up to 2 days in a row. Plus, CERENIA has been shown to work for up to 24 hours, so you can count on CERENIA to keep working even if your travel plans change.

Using CERENIA is easy.

Just follow your veterinarian's instructions in addition to these simple steps when giving CERENIA to your dog:

- Do not feed your dog for 1 hour before giving CERENIA.
- Loosely wrap CERENIA in a small amount of food, such as deli slices, peanut butter or spreadable cheese.
- Avoid using fatty foods like hot dogs, sausages and pill pockets because they may delay the effect of CERENIA.
- Give CERENIA to your dog 2 hours before you plan to leave on your trip.

WITHHOLD FOOD

1 Hour

GIVE CERENIA

3 Hours

2 Hours

READY TO GO!



The benefits of CERENIA get your dog ready to travel!

CERENIA is the first and only FDA-approved medication to prevent vomiting due to motion sickness in dogs.

CERENIA was made just for dogs. It is a non-sedating medication, so even after a long car ride, your dog will be ready for fun!

The best thing is that CERENIA works! In a study of dogs suffering from motion sickness, CERENIA prevented vomiting in up to 93% of cases.²

Both veterinarians and owners have reported positive experiences with CERENIA. You can be assured you are giving your dog a safe and effective medication for the prevention of vomiting due to motion sickness.

Travel Tips

1. Before you leave for your trip, visit your veterinarian to address any travel concerns, refill necessary prescriptions and make sure your dog is up-to-date on all vaccinations.
2. Bring along the contact information for local veterinarians and pet emergency hospitals where you are staying and along your route, just in case.
3. Check to be sure your dog is allowed where you are planning to stay. Many websites offer the names of pet-friendly hotels, campgrounds and restaurants.
4. If you will be away from your dog for any length of time during your trip, make sure there is a place where he or she can stay or where someone can dog-sit.
5. If you are staying at a friend's or family member's home while traveling, ask ahead of time to ensure there will be no potential problems (such as people with allergies or aggressive animals).
6. If traveling by plane, check specific airline requirements and regulations.
7. Make frequent stops during your trip. This will give you and your dog a chance to exercise and take a break.

Travel Checklist

Do you have everything you need for a fun and safe trip with your dog?

- Health history form, including vaccination history
- Proof of rabies vaccination
- Current health certificate from your veterinarian (required for most methods of travel)
- Other necessary documentation, depending on your destination and method of travel (talk to your veterinarian)
- Your dog's regular food, jug of water (for car trips) and bowls
- Your dog's bed and/or crate
- Dog first-aid kit
- Dog waste bags
- Dog seat belt or car carrier
- Necessary medications (including CERENIA)
- Leash and a collar with license and current identification, including your cell phone number or a local phone number where you can be reached
- Recent photo of your dog
- Your veterinarian's contact information
- Contact information of veterinarians and pet emergency hospitals along your planned route
- Toys to keep your dog entertained

Your dog is Ready to Go with CERENIA!



Cerenia
maropitant citrate